

HP Trade-in and Save 2009

Terms and Conditions



Hewlett-Packard's Trade-In Program through Market Velocity, Inc. HP Trade-In and Save is a service provided to HP customers by Market Velocity, Inc. (MVI), an independent third party. Hewlett-Packard (HP) is not involved in individual transactions between Market Velocity and HP customers. Any and all transactions conducted on this site are solely the responsibility of Market Velocity and such visitors. By agreeing to these terms and conditions, you hereby release HP and its respective directors, employees and agents from any disputes, claims, demands, and/or damages (actual or consequential) of every kind, whether known or unknown, arising out of, or relating to, your use of Market Velocity services, including, without limitation, uncompleted or completed transactions and any claims or disputes between you and Market Velocity. The following terms and conditions apply to your use of the Market Velocity service sponsored by HP. If you have any questions please contact [customer service](#). Market Velocity may amend this site at any time by posting the amended terms on this site. Terms are effective immediately upon posting. These terms and conditions may not be otherwise amended except in writing and signed by you and Market Velocity.

Program overview

Purchase or lease a select HP printer and save up to \$1,000 when you trade-in your old desktop laser/ink printer, any brand, any condition. Between January 1, 2009, and December 31, 2009, take advantage of this offer, complete the trade-in on-line claim form within 45 days of purchase, and provide proof of purchase and trade-in an old desktop laser / ink printer for recycling. Purchases and invoices dated prior to or after this timeframe will not be eligible for this promotion. Also receive per claim, the "HP Total Care Access" card estimated cost at \$49 (while supplies last), which provides you the comprehensive solution you need to get the most out of your technology for the good of your business.

Trade-in proof-of-ownership requirements

The end-user must warrant that all trade-in equipment has been owned by the end-user for at least one year and has been used in the end-user's business in the previous year. Such equipment or the sale and shipment of such equipment must not violate any applicable laws, statutes, ordinances or regulations, including export laws. You are responsible for complying with any and all such laws. Any equipment you seek to sell using Market Velocity services: (1) shall not infringe on third-party intellectual property rights (including copyright, trademarks, patent, trade secrets or other proprietary rights; (2) shall not be counterfeit, stolen, or fraudulent. End-user customer must warrant that they hold legal title to the trade-in product(s), free of liens or security interest, and has the legal right to transfer the trade-in product(s) to HP. Title to the trade-in product(s) for recycling transfers to HP on the date and time the trade-in product(s) for recycling are shipped.

Program rules and requirements

- Only one cash back allowance may be claimed per new product purchase by the end-user. The company or individual accepting these program Terms and Conditions must be the one making the trade-in cash back claim and is the "Cash Back Designee". The trade-in cash back check will be made out to the Cash Back Designee, only and must match the purchaser name on the proof of purchase invoice. (See section below for resellers claiming on behalf of customers.)

- One HP Total Care Access Card (purchase value \$49) is given per unit claimed. This Total Care Access Card contains offers up to \$1,000 in value and is mailed separately from the cash back check. With our network of business partners, we've assembled an essential portfolio of software and services that will help manage, protect and grow your business, including:
 - Quickbooks Simple Start 2009 and Altiris SVS by Symantec downloads
 - McAfee Total Protection Service and HP Upline downloads
 - MarketSplash and PRWeb discounts

To learn more about the HP Total Care Access Card, contact your local reseller or visit: www.hp.com/go/totalcareaccess.

- The following is the list of eligible products and rebate amounts:

Product	Part #	Street	Trade In & Save Rebate amount	Maximum Allowable Rebate Amount
P2035	CE461A	\$229.00	\$70.00	NA
P2035n	CE462A	\$299.00	\$75.00	NA
P2055dn	CE459A	\$399.00	\$50.00	NA
P2055x	CE460A	\$499.00	\$50.00	NA
CP2025n	CB494A	\$449.00	\$100.00	NA
CP2025dn	CB495A	\$499.00	\$125.00	NA
CP2025x	CB496A	\$599.00	\$100.00	NA
M2727nf	CB532A	\$599.00	\$100.00	NA
CM2320n	CC434A	\$599.00	\$100.00	NA
CM2320nf	CC436A	\$699.00	\$150.00	NA
CM2320fxi	CC435A	\$899.00	\$100.00	NA
P3005	Q7812A	\$549.00	\$100.00	NA
P3005d	Q7813A	\$649.00	\$100.00	NA
P3005n	Q7814A	\$799.00	\$200.00	NA
P3005dn	Q7815A	\$899.00	\$200.00	NA
P3005x	Q7816A	\$999.00	\$200.00	NA
CP3525n	CC469A	\$699.00	\$100.00	NA

CP3525dn	CC470A	\$899.00	\$100.00	NA
CP3525x	CC471A	\$1,299	\$300.00	NA
P4014n	CB507A	\$899.00	\$100.00	NA
P4014dn	CB512A	\$1,179	\$200.00	NA
P4015n	CB509A	\$1,199	\$300.00	NA
P4015tn	CB510A	\$1,449	\$400.00	NA
P4015dn	CB526A	\$1,479	\$400.00	NA
P4015x	CB511A	\$1,729	\$450.00	NA
P4515n	CB514A	\$1,599	\$400.00	NA
P4515tn	CB515A	\$1,849	\$450.00	NA
P4515x	CB516A	\$2,129	\$500.00	NA

CP4700n	Q7492A	\$1,349	\$400.00	NA
CP4700dn	Q7493A	\$1,599	\$400.00	NA
CP4700dtn	Q7494A	\$2,499	\$500.00	NA
M3035	CC476A	\$1,599	\$400.00	NA
M3035xs	CC477A	\$1,999	\$500.00	NA
M4345	CB425A	\$2,599	\$500.00	NA
M4345x	CB426A	\$3,699	\$700.00	NA
M4345xs	CB427A	\$4,799	\$800.00	NA
CM3530	CC519A	\$2,499	\$500.00	NA
CM3530fs	CC520A	\$2,999	\$600.00	NA
CM4730	CB480A	\$4,999	\$800.00	NA
CM4730f	CB481A	\$5,299	\$850.00	NA
CM4730fsk	CB482A	\$6,549	\$1,000.00	NA
Product	Part #	MSRP	Trade In and Save Rebate	Maximum Allowable Rebate
Officejet Pro 8000	CB092A # B1H, #201	\$149	\$50	Combinable up to \$120 per unit maximum (\$50 TI&S rebate plus up to \$70 if a national rebate is in place during purchase period)
Officejet Pro 8000 Wireless	C9297A #B1H	\$179	\$50	Combinable up to \$150 per unit maximum (\$50 TI&S rebate plus up to \$100 if a national rebate is in place during purchase period)
Officejet Pro 8500	CB022A #B1H, #201	\$299	\$50	Combinable up to \$175 per unit maximum (\$50 TI&S rebate plus up to \$125 if a national rebate is in place during purchase period)
Officejet Pro 8500 Wireless	CB023A #B1H	\$399	\$50	Combinable up to \$200 per unit maximum (\$50 TI&S rebate plus up to \$150 if a national rebate is in place during purchase period)

Officejet Pro 8500 Premier	CB025A #B1H	\$499	\$50	Combinable up to \$225 per unit maximum (\$50 TI&S rebate plus up to \$175 if a national rebate is in place during purchase period)
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- HP LaserJets/Color LaserJets and non-HP laser desktop printers and HP and non-HP inkjets qualify for the trade-in product, and in any condition.
- This is a one for one trade only. The customer must purchase one eligible HP printer, and trade-in one HP or non-HP desktop laser / ink printer to qualify.
- Leased product: The promotion is available for new lease agreements entered into between an authorized HP reseller and you if the following conditions are met:
 - o The new lease agreement must be for at least a one-(1) year term
 - o The sales invoice submitted with the claim must list the leasing services of the item being sold (e.g. for lease of an HP LaserJet XXX applicable (date) through (date)) and a copy of the lease must be attached to the sales agreement;
 - o If you are unable to supply a lease agreement you will be required to submit an invoice that references the serial numbers of the new units that are associated with the new lease agreement.
- There is a maximum of 400 units that can be traded in per claim.
- This promotion is available to US Customer's only, limited to the continental US (continuous 48 states) only.
- Trade-in products do not have to be in working condition.
- The HP Trade-In and Save program is available only for purchase(s)/lease(s) of an Eligible new Printer(s) directly from HP or through authorized HP resellers. Valid only in the continental United States. The promotion is not valid on refurbished printers, reseller demo units, or printers purchased/leased through Internet auctions, or from any other unauthorized reseller of HP products. Trade-ins are limited to desktop units; floor standing units will not be accepted for any printer trade.

Combining with special pricing or other promotions

This offer may **not** be combined with or stacked with other promotional offers or trade-in programs, except HP "Instant rebates" as defined below or channel specific programs, and is open to U.S. residents, located in the continental U.S. only. HP "instant rebates" may be combined with this offer up to the maximum allowable rebate amount as defined in the chart above.

For LaserJet products the maximum allowable rebate is the Trade-In and Save rebate amount

If there is an HP national rebate in place on a sku in this program, the customer may take the greater of the two amounts. The customer may still submit their claim to Trade In and Save for free environmentally friendly shipping and recycling of product trade in, and to receive the HP Total Access Card, as eligible. If the amount of the instant rebate is equal to or exceeds the "HP Trade-In and Save" cash back allowance, the customer only receives the instant rebate, free recycling and the HP Total Access Card, as eligible. Customers will have to decide which rebate /cash back is most beneficial. If the instant rebate amount is less than the Trade In and Save cash

back allowance amount, additional monies for any HP Trade-In and Save transaction will be the "net" of the two rebates - the HP Trade-In and Save cash back allowance minus the "instant rebate." In the instance where the customer only qualifies for free shipping and recycling of the trade-in printers they will need to contact nicole.barrett@hp.com to request a special claim form. The customer is still responsible to complete the form and provide proof that the new eligible printers have been purchased.

For eligible Officejet Pro products, the maximum combinable rebate amount may allow some combinability of the Trade-In and Save rebate amount and instant rebates up to the maximum allowable rebate amount as defined in the table above.

For example, if the Trade In and Save cash back allowance rebate amount is \$50 and there is a valid Instant Rebate on the eligible OfficeJet Pro sku of \$30, if the maximum allowable rebate amount is greater than the sum, then the customer will receive the sum of the two amounts – in this case, \$80 (\$30 at the time of purchase and \$50 through the Trade in and Save program).

"Instant rebates" are defined as, but not limited to, instant savings, product specific coupons, product specific promotional pricing, and mail-in rebates.

In the case where there is a Big Deal/Contract pricing, customer can take the higher of the two. This will be based off of HP Street Price. (Contact nicole.barrett@hp.com for any exceptions).

If the customer does not qualify for any additional rebates, they are still eligible to receive the free shipping and free recycling, based on the fact that a new eligible printer was purchased. The customer needs to contact nicole.barrett@hp.com to complete a form.

Government or Education involvement:

- Government customers are legally identified Federal, State, or Local government organizations within the US. Cash back checks will be issued in the name of the government organization only, in the event a Government Customer is claiming on their own behalf.
- Education customers are higher education institutions and schools (K-12), both public and private, within the U.S. Cash back checks will be issued in the name of the educational institution only, in the event an Education customer is claiming on their own behalf.

Customers purchasing Direct from HP who cannot receive mail-in rebates:

- End user customers who purchase **directly** from HP, who are prohibited by law or contract from receiving a mail-in rebate, and are claiming on their own behalf, need to complete the online claims form at www.hp.com/go/tradeandsave. In addition the End user customer must also contact the trade in program manager nicole.barrett@hp.com and inform her that they are a HP Direct customer and provide direct account number and contact information. Once the trade in unit is received and validated by Market Velocity Inc., claims will be processed and the rebate amount will be credited to the customer's purchase order. This process is specific to customers purchasing directly from HP only.

Program steps and timing

- Purchase an eligible HP printer between January 1, 2009, and December 31, 2009, and trade-in your old desktop laser / ink printer, any brand, any condition.
- End-user completes an on-line claim from at www.hp.com/go/tradeandsave.
- Your claim must be submitted within 45 days of purchase invoice date or February 15, 2010, whichever occurs sooner.
- A confirmation email with a claim number will be sent once you submit your claim, with instructions on the next steps of the claim process. Please print these out and save for your records. Reference the claim number for all questions relating to this promotion.
- Fax in the following two documents: your proof of purchase (sales invoice) dated between January 1, 2009, and December 31, 2009, and your confirmation email to hptradesave@marketvelocity.com. Please write the serial number(s) of your new printer(s) on the sales invoice(s) prior to faxing/ mailing, if they are not already included. Be sure to keep a copy of your entire claim for your records. These documents must be submitted within 45 days of purchase invoice date or February 15, 2010, whichever occurs sooner. Or mail to:

Market Velocity, Inc.
HP Trade-In and Save Program
1305 Mall of Georgia Blvd, Suite 190
Buford, GA 30519
Fax# 678-730-0420

- Within one (1) business day of validation of your Proof of Purchase, shipping instructions and a shipping label / placard will be e-mailed to you for shipment of the trade-in product(s). The customer must return trade-in product(s) for recycle in accordance with the instructions provided by HP. The shipping instructions/label is valid for thirty (30) days from the issue date.
- Customer ships trade-in printer to MVI using their own box and the shipping label provided by MVI. Trade-in printer must be shipped within 30 days of receipt of the shipping instructions or by March 17, 2010, whichever occurs first.
- MVI receives shipment of eligible trade-in printers and Proof of Purchase of eligible new printers with serial numbers and issues a check within 6-8 weeks from the date the trade-in for recycling printers were received, along with a Total Care Card. If you have not received payment after 6 to 8 weeks of shipment, please contact Customer Service by calling 1-888-309-2943.
- All incomplete claims will be automatically rejected, and must be completed and resubmitted to be processed. A claim is considered incomplete if it matches one or more of the following criteria: missing any information requested on the claim form, missing serial number of new printer(s) purchased, missing proof of purchase documents, invoice with invalid purchase date, invalid trade-in product(s) and/or traded in product(s) for recycle that are not shipped within the 30 day limit.

Trade-in pickup and delivery

- The trade-in products must be located in the continental U.S. (continuous 48 states).
- The customer is responsible for the de-installation of the product and must properly prepare the trade-in for shipment.
- HP will pay for shipping and recycling the eligible trade in for recycle printers with the continental U.S. (continuous 48 states)
 - Only desktop printers will be accepted for trade-in
- The customer is responsible for paying for proper packaging to ship the trade-in.

- All ink and toner cartridges must be removed from the printer(s) prior to shipping, and must be packaged separately. They may be included in the same package as the Trade-in Product, but they must be wrapped and bagged separately.
- To ensure you receive the cash back amount above, it is very important to properly package your printer following these packing instructions:
 1. Package the item(s) in a sturdy cardboard box designed specifically for shipping.
 2. Shipping tape that is 2-3 inches wide should be used. We do not recommend using masking or cellophane tape. Tape all edges on the sides, top and bottom to make sure there are no rough edges that could be snagged by automated mail processing equipment.
 3. Attach the prepaid shipping label to the outside of the package. Use a piece of clear shipping tape over the top of the label. It is important to use our shipping label, as it will be used to expedite tracking, identification and increase the speed of your return.

Receipt and validation of trade-ins by MVI

- The trade-in model number (i.e. LaserJet 4) must match what was provided to MVI according to the Program instructions. If they do not match, MVI reserves the right to return the trade-in product, if possible. If the product is returned, the Cash Back Designee will be responsible for any and all associated shipping costs.
- Trade-in products for recycle do not have to be in working condition.
- All trade-in products for recycle are subject to inspection and acceptance by MVI upon receipt and prior to issuance of any cash back allowance. If trade-in products are not delivered to MVI within the timeframe as set forth above, or are not delivered to MVI "Complete" and in the condition defined above, MVI reserves the right to recalculate the trade-in cash back quote value or return the trade-in product, if possible. If the product is returned, the Cash Back Designee will be responsible for any and all associated shipping costs.
- The end-user warrants that the trade-in products are free of any liens or encumbrances, including third-party software which may not be transferred or for which royalties are due. To the maximum extent permitted by law, the end-user shall indemnify MVI from all claims or losses sustained by MVI as a result of any breach of this warranty.
- Risk of loss for the trade-in products shall remain with the end-user until delivery of the same to HP's designated carrier.
- The delivery of the trade-in products to HP's carrier shall be final and effective to transfer title of such products to MVI free and clear of all liens and other encumbrances. No trade-in products or any part thereof will be returned to the customer.
- Title of the trade-in product passes at the earlier of either the Cash Back Designee receiving the trade-in credit or cash back allowance or HP's carrier has picked up the trade-in product.

Transmission errors MVI makes every effort to ensure the accuracy of all information that you receive in relation to your trade-in product. In the event of typographical errors, technical inaccuracies, or product pricing errors or omissions, MVI reserves the right to correct the error within seven (7) calendar days of the trade. If MVI corrects the error, MVI will provide you with the following options: (1) to proceed with the transaction based on the corrected information; or (2) to cancel your transaction, in which case MVI will promptly send the trade-in product back (if possible) or replace it with like product (i.e., similar make, model and condition). **Fraudulent claims** Submitting false claims for program benefits will disqualify end-user's or HP authorized reseller's claim, make end-user or HP authorized reseller ineligible for future participation in HP promotional programs, and may subject end-user or HP authorized reseller to civil liability or

criminal prosecution. **Program changes or termination** This program is subject to change or termination at any time, without notice, by Hewlett-Packard Company. TO THE MAXIMUM EXTENT PERMITTED BY LAW, all trade-in transactions are subject to the approval of Hewlett-Packard. THESE TERMS AND CONDITIONS ARE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH GEORGIA LAW, AND NO CONFLICT OF LAWS PROVISIONS OF ANY JURISDICTION WILL APPLY TO THESE TERMS AND CONDITIONS. TO THE MAXIMUM EXTENT PERMITTED BY LAW, BY ACCEPTING THE TERMS AND CONDITIONS, YOU AGREE THAT ANY ACTION AT LAW OR IN EQUITY ARISING OUT OF OR RELATING TO THESE TERMS AND CONDITIONS WILL BE FILED ONLY IN STATE OR FEDERAL COURT LOCATED IN ATLANTA, GEORGIA, AND YOU HEREBY IRREVOCABLY AND UNCONDITIONALLY CONSENT AND SUBMIT TO THE EXCLUSIVE JURISDICTION OF SUCH COURTS OVER ANY SUIT, ACTION OR PROCEEDING ARISING OUT OF THESE TERMS AND CONDITIONS. (Revised March 3, 2009)

Partner Rules and Requirements

HP Trade-In and Save Terms and Conditions

Resellers claiming on behalf of customers who are not legally able to receive a mail-in rebate

Hewlett-Packard's Trade-In and Save Program through Market Velocity, Inc.

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The following terms and conditions apply to your use of the Market Velocity service sponsored by HP. If you have any questions please contact [customer service](#). Market Velocity may amend this site at any time by posting the amended terms on this site. Terms are effective immediately upon posting. These terms and conditions may not be otherwise amended except in writing and signed by you and Market Velocity.

Program overview

Purchase a select HP printer and save up to \$1,000 when you trade-in your old desktop laser / ink printer, any brand, any condition. Between January 1, 2009, and December 31, 2009, take advantage of this offer, complete the trade-in on-line claim form within 45 days of invoice date, and provide proof of purchase and trade-in an old desktop laser /or ink printer for recycling. Purchases and invoices dated prior to or after this timeframe will not be eligible for this promotion.

Trade-in proof-of-ownership requirements

The end-user or Authorized HP Channel Partner must warrant that all trade-in equipment has been owned by the end-user for at least one year and has been used in the end-user's business in the

previous year. Such equipment or the sale and shipment of such equipment must not violate any applicable laws, statutes, ordinances or regulations, including export laws. You are responsible for complying with any and all such laws. Any equipment you seek to sell using Market Velocity services: (1) shall not infringe on third-party intellectual property rights (including copyright, trademarks, patent, trade secrets or other proprietary rights; (2) shall not be counterfeit, stolen, or fraudulent.

End-user customer or Authorized HP Channel Partner must warrant that end-user customer holds legal title to the trade-in product(s), free of liens or security interest, and has the legal right to transfer the trade-in product(s) to HP. Title to the trade-in product(s) for recycling transfers to HP on the date and time the trade-in product(s) for recycling are shipped.

Program rules and requirements

- Only one cash back allowance may be claimed per new product purchase by the end-user or Authorized HP Channel Partner. The company or individual accepting these program Terms and Conditions must be the one making the trade-in cash back claim and is the "Cash Back Designee". The trade-in cash back check will be made out to the Cash Back Designee only and must match the purchaser name on the proof of purchase invoice or the Authorized HP Channel Partner claiming on behalf of the customer.
- In the case where there is a Big Deal/Contract pricing, if Big Deal/Contract pricing is less than the "Price to Customer after Rebate value", customer is not eligible for any additional cash back dollars but will receive free shipping and recycling of the trade-in product. If Big Deal/Contract pricing is greater than the "Price to customer after Rebate value", customer can receive the net of Big Deal/Contract pricing and the "Price to Customer after Rebate value". The chart below specifies the maximum allowable program rebate and final price the customer must pay.
- One of the following products must be purchased to qualify for the trade-in savings.

Product	Part #	MSRP	Rebate	Price to Customer after Rebate
P2035	CE461A	\$229.00	\$70.00	\$159.00
P2035n	CE462A	\$299.00	\$75.00	\$224.00
P2055dn	CE459A	\$399.00	\$50.00	\$349.00
P2055x	CE460A	\$499.00	\$50.00	\$449.00
CP2025n	CB494A	\$449.00	\$100.00	\$349.00
CP2025dn	CB495A	\$499.00	\$125.00	\$374.00
CP2025x	CB496A	\$599.00	\$100.00	\$499.00
M2727nf	CB532A	\$599.00	\$100.00	\$499.00
CM2320n	CC434A	\$599.00	\$100.00	\$499.00
CM2320nf	CC436A	\$699.00	\$150.00	\$549.00
CM2320fxi	CC435A	\$899.00	\$100.00	\$799.00
P3005	Q7812A	\$549.00	\$100.00	\$449.00
P3005d	Q7813A	\$649.00	\$100.00	\$549.00
P3005n	Q7814A	\$799.00	\$200.00	\$599.00
P3005dn	Q7815A	\$899.00	\$200.00	\$699.00
P3005x	Q7816A	\$999.00	\$200.00	\$799.00
CP3525n	CC469A	\$699.00	\$100.00	\$599.00

CP3525dn	CC470A	\$899.00	\$100.00	\$799.00
CP3525x	CC471A	\$1,299.00	\$300.00	\$999.00
P4014n	CB507A	\$899.00	\$100.00	\$799.00
P4014dn	CB512A	\$1,179.00	\$200.00	\$979.00
P4015n	CB509A	\$1,199.00	\$300.00	\$899.00
P4015tn	CB510A	\$1,349.00	\$400.00	\$1,049.00
P4015dn	CB526A	\$1,479.00	\$400.00	\$1,079.00
P4015x	CB511A	\$1,729.00	\$450.00	\$1,279.00
P4515n	CB514A	\$1,599.00	\$400.00	\$1,199.00
P4515tn	CB515A	\$1,849.00	\$450.00	\$1399.00
P4515x	CB516A	\$2,129.00	\$500.00	\$1629.00
CP4700n	Q7492A	\$1,349.00	\$400.00	\$949.00
CP4700dn	Q7493A	\$1,599.00	\$400.00	\$1,199.00
CP4700dtn	Q7494A	\$2,499.00	\$500.00	\$1,999.00
M3035	CC476A	\$1,599.00	\$400.00	\$1,199.00
M3035xs	CC477A	\$1,999.00	\$500.00	\$1,499.00
M4345	CB425A	\$2,599.00	\$500.00	\$2,199.00
M4345x	CB426A	\$3,699.00	\$700.00	\$2,999.00
M4345xs	CB427A	\$4,799.00	\$800.00	\$3,999.00
CM3530	CC519A	\$2,499.00	\$500.00	\$1,999.00
CM3530fs	CC520A	\$2,999.00	\$600.00	\$2,399.00
CM4730	CB480A	\$4,999.00	\$800.00	\$4,199.00
CM4730f	CB481A	\$5,299.00	\$850.00	\$4,449.00
CM4730fsk	CB482A	\$6,549.00	\$1,000.00	\$5,549.00

Product	Part Number	MSRP	Trade In and Save Rebate
Officejet Pro 8000	CB092A# B1H, #201	\$149	\$50
Officejet Pro 8000 Wireless	C9297A#B1H	\$179	\$50
Officejet Pro 8500	CB022A#B1H, #201	\$299	\$50
Officejet Pro 8500 Wireless	CB023A#B1H	\$399	\$50
Officejet Pro 8500 Premier	CB025A#B1H	\$499	\$50

- HP LaserJets/Color LaserJets and non-HP laser desktop printers and HP and non-HP inkjets qualify for the trade-in product, and in any condition.
- This is a one for one trade only. The customer must purchase one eligible HP printer, and trade-in one HP or non-HP desktop laser / ink printer to qualify.
- **Claims on leased equipment can only be made by the end user.** HP will NOT offer rebate to Authorized HP Channel Partners claiming on behalf of their customer for leased equipment
- **Managed Print Services is NOT** eligible for this program.
- There is a maximum of 400 units that can be traded in per claim.
- This promotion is available to US Customer's only, limited to the continental US (continuous 48 states) only.

- Trade-in products do not have to be in working condition.
- The HP Trade-In and Save program is available only for purchase(s) of an Eligible new Printer(s) directly from HP or through authorized HP resellers. Valid only in the continental United States. The promotion is not valid on refurbished printers, reseller demo units, or printers purchased/leased through Internet auctions, or from any other unauthorized reseller of HP products. Trade-ins are limited to desktop units; floor standing units will not be accepted for any printer trade.
- For "bulk" shipments (shipments exceeding 50 units), please contact customer service as listed below.

Combining with special pricing or other promotions

This will be determined based on the proof of purchase received, the difference between the purchase price and the street price. The net cash back will equal the HP Trade In and Save Program cash back allowance minus the difference between the proof of purchase price and the MSRP. If the difference is higher than the cash back allowance for the promotion, the user will not be eligible for the cash back allowance, but will be given the option to ship the trade-in printer for recycling.

Reseller Claiming on Behalf of End-user customer

Resellers may submit claims on behalf of their end-user customer who are prohibited by law or contract from receiving a mail-in rebate. If the customer is receiving Big Deal Pricing/Special Government pricing, the net cash back will equal the Trade-In and Save Program cash back minus the difference between the proof of purchase price and the MSRP. If the difference is higher than the cash back allowance for the promotion, the user will not be eligible for the cash back allowance, but will be given the option of free recycling and shipping for the older units.

- Resellers may not submit claims on behalf of themselves
- The Reseller must pass the full cash back amount to the customer first. This must be clearly indicated on the invoice that the credit has been given up front. HP will be auditing claims to ensure authenticity.
- HP will not compensate resellers for discounts that exceed the promotion trade-in values, except as otherwise noted in this document.
- Participation in the HP Trade-In and Save promotion indicates that end-user customer agrees that its reseller, and not HP, is solely responsible for any negotiated sums exceeding HP's authorized trade-in values.

Program steps and timing

- Purchases with eligible HP printers between January 1, 2009, and December 31, 2009, and trade-in your old desktop laser / ink printer, any brand, any condition.

Reseller completes an on-line claim form at <http://hp.tradeups.com/tradeandsavepartners>

- The Proof of Purchase must reflect that the Reseller gave the end user customer the entire credit up front.
- If the customer is receiving Big Deal Pricing / Special Government pricing, then the Reseller has to confirm that there is further room to add any additional cash back

allowance credits. If there is not room then this customer is still able to receive free recycling and free shipping for the older units. Resellers can check their big deal pricing using the "Big Deal Rebates Calculator" located at: <https://eclipse.ebus.hp.com/bd/jsp/login.jsp>

- If resellers customer is only eligible for free recycling and free shipping then reseller should follow these steps:
 1. Contact customer service at hptradesave@marketvelocity.com or by calling 888-309-2943 between 8am and 8pm ET, Monday through Friday, to receive a manual claim form.
 2. Complete manual claim form, providing the details of the trade-in products.
 3. Fax, email, or mail in the proof of purchase invoice reflecting Big Deal pricing or Contract Pricing.
 4. Pre-paid, pre-addressed shipping labels will be e-mailed to the reseller within one business day of validation of the proof of purchase invoice.
- Your claim must be submitted within 45 days of purchase invoice date or February 15, 2010, whichever occurs sooner.
- A confirmation email with a claim number will be sent to the reseller once you submit your claim, with instructions on the next steps of the claim process. Please print these out and save for your records. Reference the claim number for all questions relating to this promotion.
- Fax in the following two documents: proof of purchase (sales invoice) dated between January 1, 2009, and December 31, 2009, and your confirmation email to 678-730-0420 or e-mail to hptradesave@marketvelocity.com. Please write the serial number(s) of the new printer(s) on the sales invoice(s) prior to faxing/mailing, if they are not already included. Be sure to keep a copy of your entire claim for your records. HP Authorized Partners, claiming on behalf of their customers can only submit sales invoices, no lease agreements. These documents must be submitted within 45 days of purchase invoice date or February 15, 2010, whichever occurs sooner. Or mail to:
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Market Velocity, Inc.
HP Trade-In and Save Program
1305 Mall of Georgia Blvd, Suite 190
Buford, GA 30519

- Within one (1) business day of validation of your Proof of Purchase, shipping instructions and a shipping label / placard will be e-mailed to the reseller for shipment of the trade-in product(s). The shipping label is good for 30 days or until March 17, 2010, whichever is sooner. The customer must return trade-in product(s) for recycle in accordance with the instructions provided by HP. The shipping instructions/label is valid for thirty (30) days from the issue date.
- Shipping label will be sent to reseller who claims on-line. The reseller will work with their customer to ship trade-in printer to MVI using their own box and the shipping label provided by MVI. Trade-in printer must be shipped within 30 days of receipt of the shipping instructions or by March 17, 2010, whichever occurs first.

- MVI receives shipment of eligible trade-in printers and Proof of Purchase of eligible new printers with serial numbers and issues a check within 6-8 weeks from the date the trade-in for recycling printers were received. If you have not received payment after 6 to 8 weeks of shipment, please contact Customer Service by calling 1-888-309-2943.
- All incomplete claims will be automatically rejected, and must be completed and resubmitted to be processed. A claim is considered incomplete if it matches one or more of the following criteria: missing any information requested on the claim form, missing serial number of new printer(s) purchased, missing proof of purchase documents, invoice with invalid purchase date, invalid trade-in product(s) and/or traded in product(s) for recycle that are not shipped within the 30 day limit.

Trade-in pickup and delivery

- The trade-in products must be located in the continental U.S. (continuous 48 states).
- The customer/reseller is responsible for the de-installation of the product and must properly prepare the trade-in for shipment.
- HP will pay for shipping and recycling the eligible trade in for recycle printers with the continental U.S. (continuous 48 states).
 - Only desktop printers will be accepted for trade-in.
- All ink and toner cartridges must be removed from the printer(s) prior to shipping, and must be packaged separately. They may be included in the same package as the Trade-in Product, but they must be wrapped and bagged separately.
- To ensure you receive the cash back amount above, it is very important to properly package the printer following these packing instructions:
 1. Package the item(s) in a sturdy cardboard box designed specifically for shipping.
 2. Shipping tape that is 2-3 inches wide should be used. We do not recommend using masking or cellophane tape. Tape all edges on the sides, top and bottom to make sure there are no rough edges that could be snagged by automated mail processing equipment.
 3. Attach the prepaid shipping label to the outside of the package. Use a piece of clear shipping tape over the top of the label. It is important to use our shipping label, as it will be used to expedite tracking, identification and increase the speed of your return.

For trade-ins larger than 50 units, please contact Nicole Barrett at nicole.barrett@hp.com

Receipt and validation of trade-ins by MVI

- The trade-in model number (i.e. LaserJet 4) must match what was provided to MVI according to the Program instructions. If they do not match, MVI reserves the right to return the trade-in product, if possible. If the product is returned, the Cash Back Designee will be responsible for any and all associated shipping costs.
- Trade-in products for recycle do not have to be in working condition.
- All trade-in products for recycle are subject to inspection and acceptance by MVI upon receipt and prior to issuance of any cash back allowance. If trade-in products are not delivered to MVI within the timeframe as set forth above, or are not delivered to MVI "Complete" and in the condition defined above, MVI reserves the right to recalculate the trade-in cash back quote value or return the trade-in product, if possible. If the product is

returned, the Cash Back Designee will be responsible for any and all associated shipping costs.

- The end-user warrants that the trade-in products are free of any liens or encumbrances, including third-party software which may not be transferred or for which royalties are due. To the maximum extent permitted by law, the end-user shall indemnify MVI from all claims or losses sustained by MVI as a result of any breach of this warranty.
- Risk of loss for the trade-in products shall remain with the end-user/partner until delivery of the same to HP's designated carrier.
- The delivery of the trade-in products to HP's carrier shall be final and effective to transfer title of such products to MVI free and clear of all liens and other encumbrances. No trade-in products or any part thereof will be returned to the customer.
- Title of the trade-in product passes at the earlier of either the Cash Back Designee receiving the trade-in credit or cash back allowance or HP's carrier has picked up the trade-in product.

Transmission errors

MVI makes every effort to ensure the accuracy of all information that you receive in relation to your trade-in product. In the event of typographical errors, technical inaccuracies, or product pricing errors or omissions, MVI reserves the right to correct the error within seven (7) calendar days of the trade. If MVI corrects the error, MVI will provide you with the following options: (1) to proceed with the transaction based on the corrected information; or (2) to cancel your transaction, in which case MVI will promptly send the trade-in product back (if possible) or replace it with like product (i.e., similar make, model and condition).

Fraudulent claims

Submitting false claims for program benefits will disqualify end-user's or HP authorized reseller's claim, make end-user or HP authorized reseller ineligible for future participation in HP promotional programs, and may subject end-user or HP authorized reseller to civil liability or criminal prosecution.

Program changes or termination

This program is subject to change or termination at any time, without notice, by Hewlett-Packard Company. All trade-in transactions are subject to the approval of Hewlett-Packard.

TO THE MAXIMUM EXTENT PERMITTED BY LAW, THESE TERMS AND CONDITIONS ARE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH GEORGIA LAW, AND NO CONFLICT OF LAWS PROVISIONS OF ANY JURISDICTION WILL APPLY TO THESE TERMS AND CONDITIONS. TO THE MAXIMUM EXTENT PERMITTED BY LAW BY ACCEPTING THE TERMS AND CONDITIONS, YOU AGREE THAT ANY ACTION AT LAW OR IN EQUITY ARISING OUT OF OR RELATING TO THESE TERMS AND CONDITIONS WILL BE FILED ONLY IN STATE OR FEDERAL COURT LOCATED IN ATLANTA, GEORGIA, AND YOU HEREBY IRREVOCABLY AND UNCONDITIONALLY CONSENT AND SUBMIT TO THE EXCLUSIVE JURISDICTION OF SUCH COURTS OVER ANY SUIT, ACTION OR PROCEEDING ARISING OUT OF THESE TERMS AND CONDITIONS.